

SHOPPING GROWTH IN CAMBRIDGE

JULY 1966

1 EXPANDED REGIONAL SHOPPING CENTRE

The future Regional Shopping Centre as it could be by the end of the century, if building on Christ's Pieces were accepted. The drawing shows the relationship of the regional centre to the University and Colleges, with the stippled areas indicating all commercial uses, including shopping, offices, theatres, cinemas, hotels and restaurants. It is likely that the high turnover shops would be concentrated in the area within the broken black line.

The principal changes that have occurred are the redevelopment of the Lion Yard Area (1); the building of the "Pieces" Centre (2); the replacement of Emmanuel North Court by commercial uses (3) and the building of the principal car parks; Lion Yard (4); Parker Street (5); Regent Street (6), on the site of Tesco and the old Police Station; and the extension of the existing Park Street car park (7).



Jesus

Christ's Pieces

King's Parade

M

Lion Yard

B

North



FUTURE CENTRAL AREA USES
INCLUDING SHOPPING AND OFFICES



PRINCIPAL CAR PARKS



UNIVERSITY, COLLEGES, CHURCHES
AND OTHER INSTITUTIONS



GUILDHALL AND LIBRARY



COUNTRY BUS STATION

B

MARKET

M

Purpose of Report

This report attempts a technical assessment of the schemes considered during the last twelve months by the Town Centre Working Party on the means of achieving the expansion of the Regional Shopping Centre at Cambridge.

It compares these schemes from all aspects of physical planning taking into account the limitations imposed by transportation and commercial viability.

It recommends one scheme as offering the most satisfactory solution with two further schemes as runners-up. It is for the Working Party - and thereafter the respective bodies from which its members are drawn - to consider these schemes in the light also of their estimated financial outcome and the practical problems of putting them into effect.

GORDON LOGIE.



Contents

Purpose of Report

CONTENTS

ACKNOWLEDGEMENTS

A INTRODUCTION

Functions of the Town Centre Working Party. Need for decision in principle on location of expanded centre and its phasing in relation to Lion Yard area. Acceptance of report would make possible detailed design and some early building.

B THE BASIC NEEDS

The need for expansion while maintaining the unity of the centre; shopping growth; continuity of shopping area; inner road system and car parks.

C THE "KITE" AREA

Land use; "hard" and "soft" areas; buildings of architectural or historic interest.

D ALTERNATIVE SCHEMES

Criteria for testing the validity of the different schemes; the extent to which the six schemes meet these criteria.

E CHRIST'S PIECES AND KING STREET AREA

Resiting of the open space proposed; clearance of area up to Jesus Lane; improvement of amenities of Christ's Pieces and general pattern of open space.

F THE "PIECES" SHOPPING CENTRE

Character of development; relationship to open space

G CONCLUSIONS

ILLUSTRATIONS

1 Expanded Regional Centre.

2 Access to the centre.

3 Shopping desire routes

4 Present use of land.

5 "Hard" and "soft" areas.

6 Buildings of architectural or historic interest.

SCHEMES 1-6

7 Christ's Pieces and King Street as existing.

8 Christ's Pieces and King Street as proposed.

Acknowledgements

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In the Department of Architecture and Planning the following are chiefly responsible:-

Miss V. J. Broadbelt, Mr. R. G. Leach, Mr. C. L. W. Minay, Mrs. E. H. Kendrick and Mr. P. R. Douce.

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A Introduction

- A 1 The Town Centre Working Party was set up as an officers committee to examine and advise on the future of the centre of Cambridge.
- A 2 It was immediately apparent that the key problem was the expansion of the Regional Shopping Centre - the amount of additional shopping needed; when it would be needed and, most important of all, where it should be located.
- A 3 It was clear that if this problem could be solved and general agreement reached on the solution, the related questions of road pattern and car parking would quickly fall into place and so would more detailed problems such as the location of offices and public buildings.
- A 4 This report presents a study of various schemes considered by the Town Centre Working Party and is intended to assist them in making an early report to the respective authorities.
- A 5 The Town Centre Working Party has been chaired by the former and present Town Clerks and includes representatives of the Ministry of Housing and Local Government, the Ministry of Transport, the University, the County Planning Officer, the County Surveyor, the City Treasurer, the City Architect, the City Surveyor and the three Consultants, Gerald Eve and Company, R. Travers Morgan and Partners and Lord Llewelyn Davies, Weeks and Partners.
- A 6 It has held nine principal meetings and a large number of sub-committee meetings and the members have had every chance of getting to know each other's specialist problems.
- A 7 Throughout its deliberations the Working Party has realised that any solution will be unacceptable which does not allow for the very early commencement of building operations. The Lion Yard has had a very long history of delay and the building of badly needed central area housing in the "kite" area has been held up because of uncertainty about the future of the area as a whole.
- A 8 Other things being equal therefore it is highly desirable to reach a solution which allows development to proceed on sites already cleared.
- A 9 If agreement in principle can now be reached work can proceed on the preparation of detailed drawings for the Central Library and Guildhall extensions; for the first stage of the shopping redevelopment in Lion Yard; and for the comprehensive redevelopment of the residential parts of the "kite" area, commencing with the vacant site at Prospect Row.
- A10 It should be noted that the necessary land for the building of the Central Library and the housing at Prospect Row is cleared and in the Council's ownership.
- A11 On the Lion Yard site the early preparation of a definite scheme for the early stages would enable the Corporation to decide whether to proceed by way of Compulsory Purchase Order or whether to negotiate with the existing owners.

B The Basic Needs

central
B 1 The problem of extending the Regional Shopping Centre of Cambridge resolves itself into the inter-reaction of a number of different needs. The most important of these are listed below and are examined in detail in this chapter.

- "High intensity shopping"*
- a) the need to enlarge the present shopping floor space to provide for more spacious conditions and allow for the needs of a growing population.
 - "elsewhere"*
b) the need to maintain the present unity and continuity of the Regional Shopping Centre.
 - c) the need to replan the inner road system to discourage through traffic and yet allow easy access to the edge of the central area.
 - d) the need to provide more car parking space.

B 2 It is also necessary to consider the need to improve the environment of the centre in every possible way; the need to provide better facilities for the delivery and unloading of goods; the need to maintain and increase the commercial prosperity of the centre and the need to preserve the existing character and good qualities of the centre and, where change occurs, to ensure that it is for the better.

Shopping Growth

Apr - 1961
B 3 Gerald Eve and Company in their report of November, 1965, estimated that increased population and spending would justify a net addition of about 150,000 sq. ft. of floor space to the existing amount in central Cambridge. Assuming that a net addition of only 50,000 sq. ft. were to be provided in the Lion Yard then 100,000 sq. ft. of core shopping space would be available for provision elsewhere in a suitable position.

They say however that the "new" floor space might be much more than 150,000 sq. ft. according to the relative commercial attractiveness - in terms of accessibility from the hinterland, parking etc., of any new location when compared with the existing centre.

B 4 Based on the Minister's decision they go on to suggest "that the main task now is the exploration of the possibility of providing a sizeable shopping development in terms of feasibility in relation to location factors and with special regard to ways in which these factors could be modified to give the new development the start in life which it will undoubtedly need if the degree of intensification in the historic centre is to be avoided".

- B 5 Gerald Eve base this estimate on the assumption "that the population in the present hinterland for regular shopping visits would grow to about 245,000 by 1981, the bulk of the increase being in Town Map Area No. 2 and in the rural areas".
- B 6 This estimate of population increase is rather higher than that of the Ministry Working Party on the Future Size of Cambridge, which forecast a median figure of 200,000 by 1981 and 250,000 by 2001, for the population of the Employment Exchange Area, which covers a smaller area than Gerald Eve's shopping hinterland area. Nevertheless, in view of the large number of factors involved it is not considered that this difference is significant. It will in any case be necessary to review the position every few years. 425,000 !
1/5.
- B 7 Moreover, in subsequent meetings Gerald Eve and Company have suggested that the amount of new shopping floor space commercially required might ultimately be much more than an additional 150,000 sq. ft. and that a very important factor would be the commercial attractiveness of the extended centre. This would be affected by its nearness to the existing centre, ease of access to it by car and bus, and the provision of adequate and immediately adjacent car parking. The question of design would also be extremely important both from the point of view of the public and for ease and economy of working. ? ultimately
? how much more
- B 8 The solution should therefore be based on the amount of space which Gerald Eve consider will be needed, but should also allow for subsequent expansions if these should prove to be necessary.

Continuity of Shopping Area

- B 9 Gerald Eve and Company have stressed the paramount necessity for maintaining the unity of any shopping area. In their opinion it is vital for shopping frontages to be virtually continuous and for them to lead directly to the car parks and bus station. II
- B10 For this reason proposals to build in the central or north-eastern end of the "kite" area fail completely because they are too far from the existing centre. Figure 3 shows the relationship of the preferred scheme in Christ's Pieces to Lion Yard and the existing historic centre. It will be seen that the three parts would form a continuous unbroken whole. It would be easy and pleasant to walk from one end to another of what would still be a relatively compact centre. In it, shopping facilities and the other elements of the Central Area, such as theatres, cinemas, market, offices, Guildhall, car parks and bus station would be grouped more closely than in any other form of development. To a lesser extent this would also be true of the two "runners up" (schemes 2 and 3 in Chapter D).
- B11 It may not be sufficiently appreciated that the size of the expanded centre is little more than a tenth of the existing historic centre and that it could not hope to function at

Term. Loop & Lamin. Pattern.
Woodwards.

any distance away from it. Gerald Eve emphasize that every yard of the Christ's Pieces gap is important and that even with the Parker Street/Emmanuel Road location (Solutions 2 and 3 in chapter D) they find the financial return difficult to estimate with confidence because of this.

Inner Road System and Car Parks

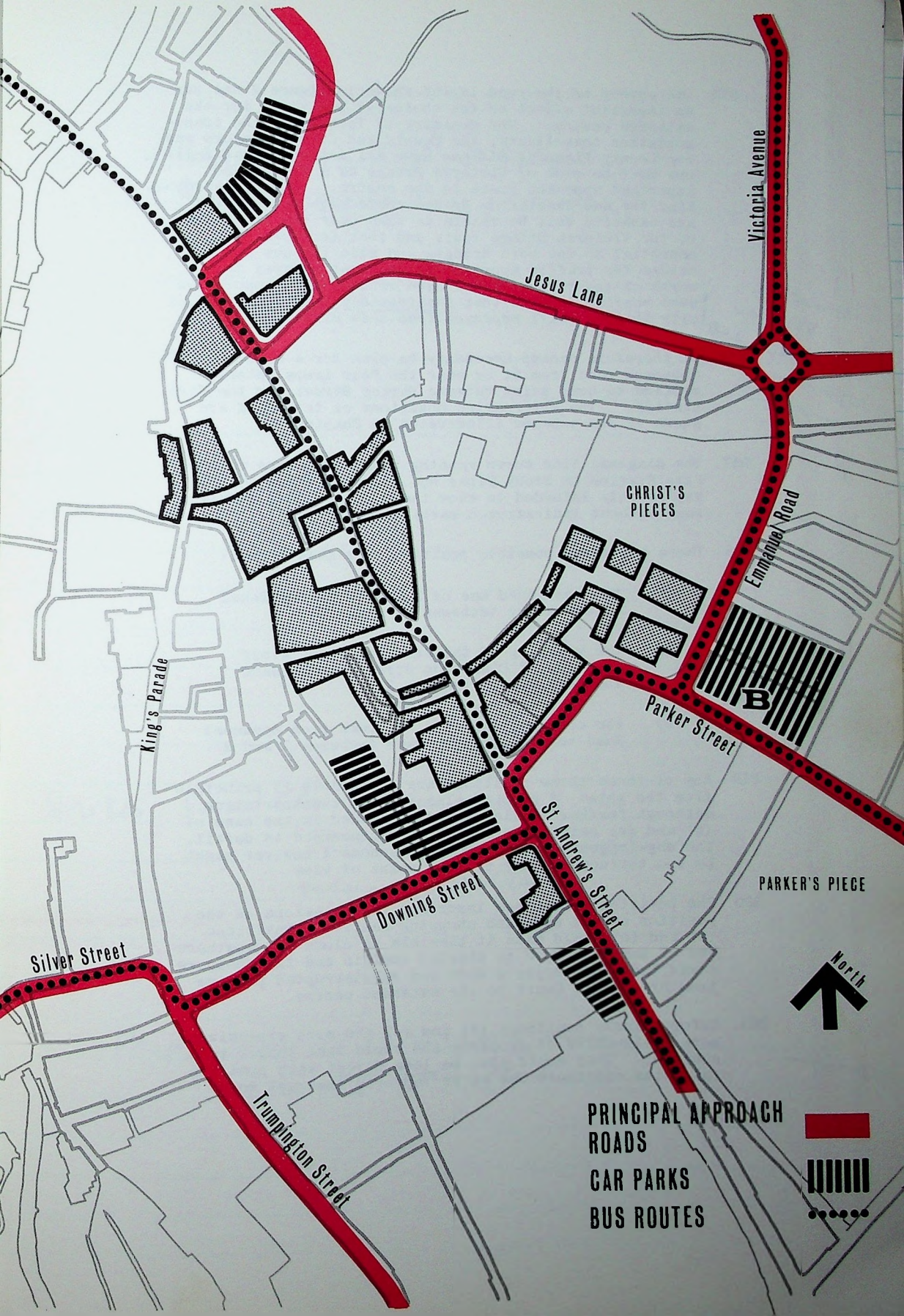
- B12 The detailed layout of the inner road system in this part of the city is still under discussion and the first draft of the Town Centre Map now being prepared by the County Planning Officer will only show the principal roads giving access to the centre and the position of the car parks.
- B13 While it is now generally accepted that a "Main Town Road" on the lines of the illustration in the Future Shape Report will play a very important part in the future road system, this does not in itself solve the problems of
- a) how to deal with the traffic in the interim period before the Main Town Road is built and in operation.
 - b) how to approach the centre from the Main Town Road by roads of adequate capacity without at the same time encouraging through traffic to use them.
- B14 This problem is still not resolved in detail and the Town Centre Map and figure 2 in this report serve only to illustrate the agreed basis of the final layout which will be recommended. In any case it seems clear that the maximum use of existing roads will be necessary and that the solution will evolve more in terms of improving the efficiency of existing roads by various methods of traffic management rather than by extensive new road construction.
- Hayford!*

2 ACCESS TO THE CENTRE

This drawing illustrates the main principles on which vehicular access to the centre is being considered. The principal approach roads, shown on the plan in red, may be one or two-way - the final proposals will depend on the results of the Transportation Survey. They will have unrestricted access for private motor cars and at certain times of the day will carry heavy traffic.

The whole inner area between these principal approach roads will be "pedestrian dominated". This means that there would be no through routes for private cars or goods vehicles, so the amount of traffic using the inner roads would be considerably reduced and pedestrians could move around the shopping areas far more safely than is possible at present.

Most goods deliveries would be made to loading docks either beneath or at the rear of shops. It is suggested that certain bus routes should continue to run through the inner area - possible routes are indicated by the black dotted lines.



Jesus Lane

Victoria Avenue

CHRIST'S
PIECES

Emmanuelle Road

B

Parker Street

PARKER'S PIECE

St. Andrew's Street

Downing Street

Silver Street

Trumpington Street

King's Parade



PRINCIPAL APPROACH
ROADS
CAR PARKS
BUS ROUTES



B15 One aspect of the road layout shown in figure 2 has had an important effect on the choice of positions for the extended centre. The Ministry of Transport, the transportation consultants, the County and City Surveyors and the County Planning Officer have all insisted that full use must be made of Victoria Bridge as a direct and important approach route to the centre. They consider that the new Chesterton Bridge route both in position and capacity will be unable to take over the functions of the Victoria Bridge route and that it would be essential to use both bridges and also the new Jesus bridge for traffic approaching the central area from north of the river. They have reached this conclusion even bearing in mind that considerably less than half of city shoppers will approach from this direction.

*Input must from
E. - East Road.
East Rd - Newmarket
Central area
Newmarket.*

B16 It therefore became necessary to plan for a major approach road from at or near the Four Lamps intersection to some point between Parker Street and the Fire Station. The alternative positions of this road are shown in the schemes illustrated in Chapter D.

B17 The diagonal line shown running from Four Lamps to the Fire Station in Study Paper No. 1 and the Town Centre Map is only intended to show the need for this approach road without indicating a particular route.

B18 There are three possible positions for this route:

- a) the continued use of Emmanuel Road widened as necessary (schemes 1, 5 and 6).
- b) the widening of the existing roads along the line of Clarendon Street, New Square and Fair Street (scheme 3).
- c) the construction of a new road from Emmanuel Road to Warkworth Terrace (schemes 1 and 2).

B19 Any of these three positions are acceptable in principle from the point of view of planning and transportation, although further studies would be needed in the case of (b) and (c) before they could be recommended in detail. The dog-legged solution shown in scheme 4 however might be too tortuous from a traffic point of view.

B20 The position chosen has important repercussions on the position of the expanded shopping centre. Positions (b) and (c) would make it possible to close the southern end of Emmanuel Road to wheeled traffic and the shoppers could therefore enjoy a safe and uninterrupted passage from Bradwell's Court to the extended centre.

B21 Unfortunately positions (b) and (c) are more expensive, more destructive of property and would take longer to achieve. They would also be less direct than position (a) - the continued use of an improved Emmanuel Road.

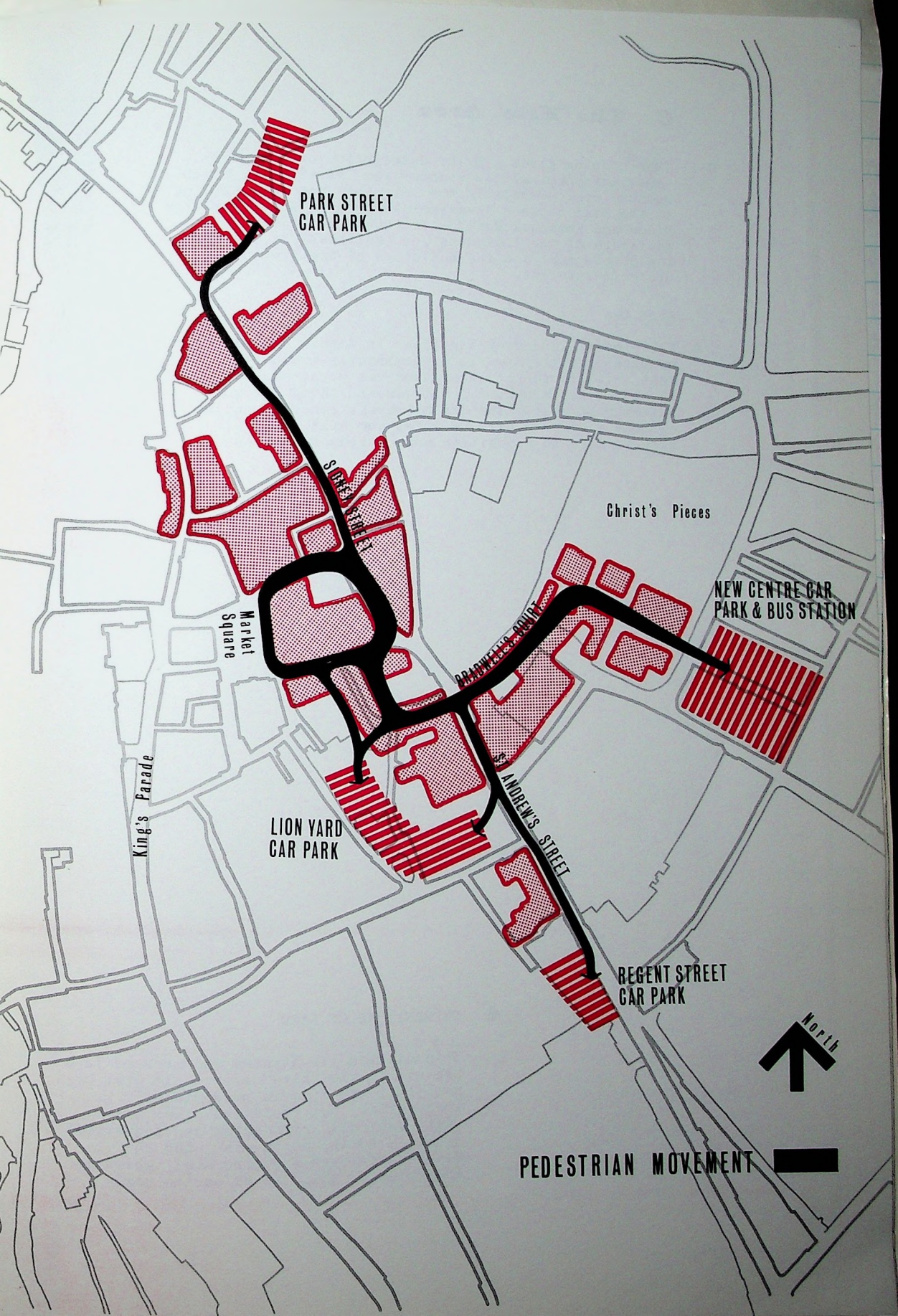
Noted again

B22 Building on Christ's Pieces has the immediate practical advantage that Emmanuel Road can continue to be used, the connection to the car park being made by means of a subway. If this scheme is proceeded with it would be possible to close the southern end of Emmanuel Road at a later stage if any later extension of the shopping area is required. This would allow for an uninterrupted flow of pedestrians at ground level.

3 SHOPPING DESIRE ROUTES

The proposed commercial areas are shown in red. The thick black lines represent movements of shoppers as they would be likely to occur.

At present the strongest desire routes form the circuit round Sidney Street, Petty Cury, Market Hill and Market Street. The effect of extending the central shopping area and building the new car parks would be to produce desire routes as shown.



PARK STREET
CAR PARK

Christ's Pieces

NEW CENTRE CAR
PARK & BUS STATION

Market
Square

King's Parade

LION YARD
CAR PARK

ANDREW'S STREET

REGENT STREET
CAR PARK



PEDESTRIAN MOVEMENT

C The 'Kite' Area

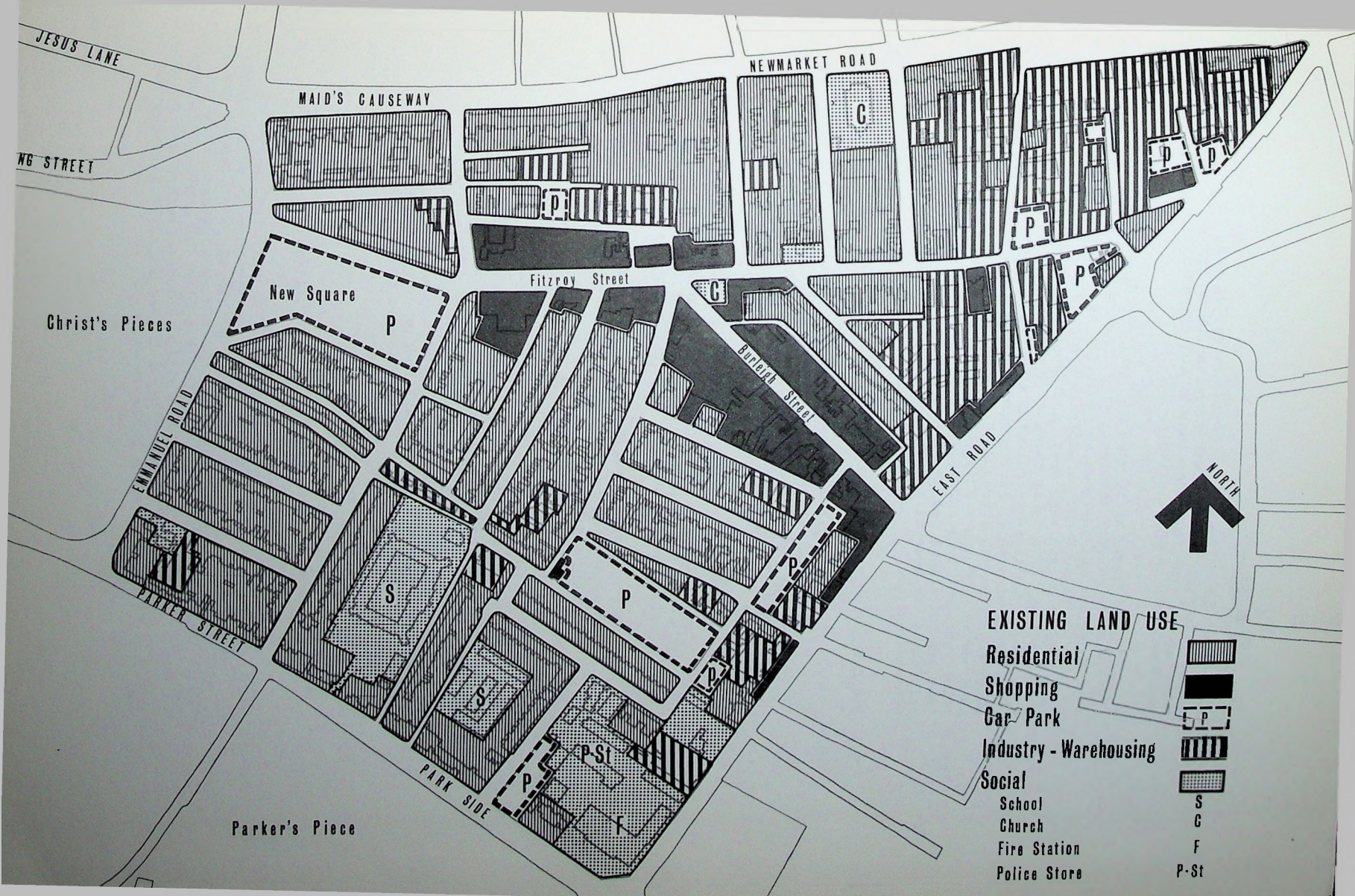
- C 1 This chapter gives a brief description of the more important physical facts about the "kite" area, which because of its shape is the term that has been applied to the land between Newmarket Road, East Road, Parker's Piece and Emmanuel Road. It shows the present admixture of the 'hardness' or 'softness' of the existing development and the buildings of architectural or historic interest.

Land Use

- C 2 The present land uses are shown in figure 4. It will be seen that the area is predominantly residential and that infiltration of other uses has occurred principally along the main road frontages and along Fitzroy-Burleigh Street. The Girls Grammar School occupies an extremely crowded pair of sites and will eventually have to move to a position more suited to its needs.

4 PRESENT USE OF LAND

This diagram illustrates the present land use within the "kite" area. It will be seen that the area is predominantly residential, but there are other major uses, including commercial and industrial premises to the north-east, and the Fitzroy-Burleigh shopping area, which is indicated by solid black on the plan.

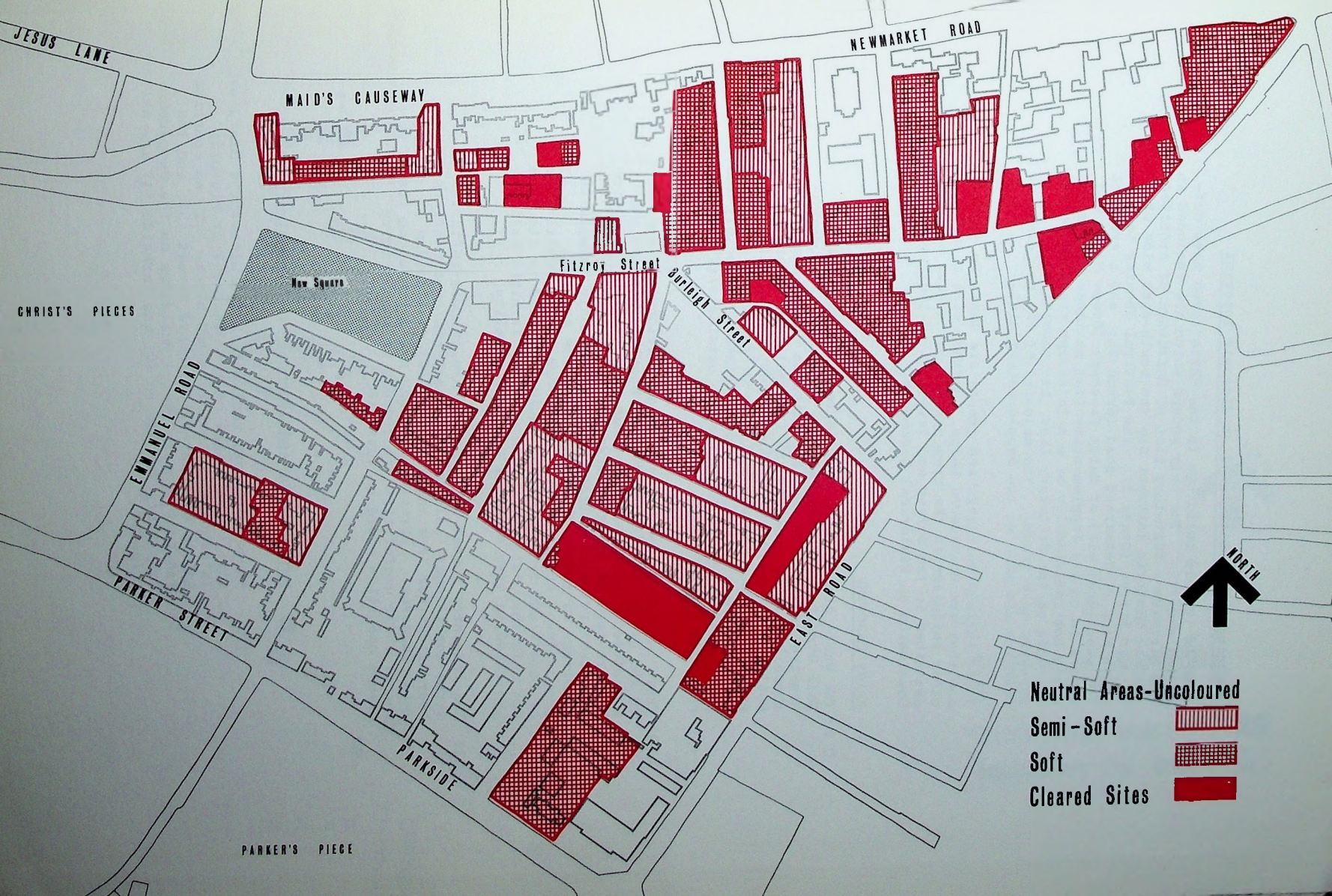


'Hard and Soft'.

- C 3 As in the "Future Shape" report an attempt is made in figure 5 to show "soft" areas where the property is worn out and ripe for redevelopment and "hard" areas where redevelopment is unlikely.
- C 4 In the "kite" area, as in much of Cambridge, the 'hard-soft' pattern is very complex. The diagram serves only to illustrate the general condition of the areas as a whole and does not necessarily apply to a particular building within that area. It does not mean that every building in a 'soft' area will necessarily be demolished or that every building in a 'hard' area will necessarily survive. Furthermore it should be remembered that major proposals for redevelopment such as a new road or a new shopping centre as proposed in this report may be regarded as of such importance that they may cut across the 'hard-soft' pattern. This map only shows the general ripeness for redevelopment as it appears today.
- C 5 The categories adopted have been:
- a) NEUTRAL AREAS (shown uncoloured) where the buildings will eventually be redeveloped either piecemeal or in blocks, but where there is no reason to expect this to happen for twenty years.
 - b) 'SEMI-SOFT' AREAS (shown hatched red) where redevelopment of most of the buildings will probably take place within the next twenty years, but is unlikely in under ten years.
 - c) 'SOFT' AREAS (shown cross-hatched red) where redevelopment of most of the buildings is likely within ten years.
 - d) CLEARED LAND (shown solid red).
- C 6 It will be noted that these periods are shorter than in the "Future Shape" report. This is partly because the area is shown to a larger scale with greater detail and partly because much of the area is expected to become ripe for redevelopment as a whole at a comparatively early date. No 'hard' areas have been shown as there is nothing comparable to the University and College areas shown in the "Future Shape" report.

5 "HARD" AND "SOFT" AREAS

This map gives a general indication of the areas where redevelopment seems likely to take place within the next twenty years. It is not intended as a precise forecast for particular properties and many factors can, and will, influence future decisions on whether and when a particular area may be redeveloped.



Buildings of Architectural or Historic Interest

- C 7 None of the old buildings in the "kite" area have outstanding merit. The only groups which are included in the Minister's Statutory List of Buildings of Architectural or Historic Interest are the north-east side of Orchard Street (Grade 2); the Festival Theatre on the south side of Newmarket Road (Grade 2); and a group on the south-east side of Maids Causeway (Grade 2). New Square is on the Supplementary List as these houses, while not individually of a high enough standard to be included on the Statutory List, are considered of interest as a group. The majority of the buildings on Parkside are also on the Supplementary List.
- C 8 These various buildings and groups are shown in figure 6 and they are considered below, together with a number of other buildings in the area some of which have been described in the Survey and Inventory by the Royal Commission on Historical Monuments.

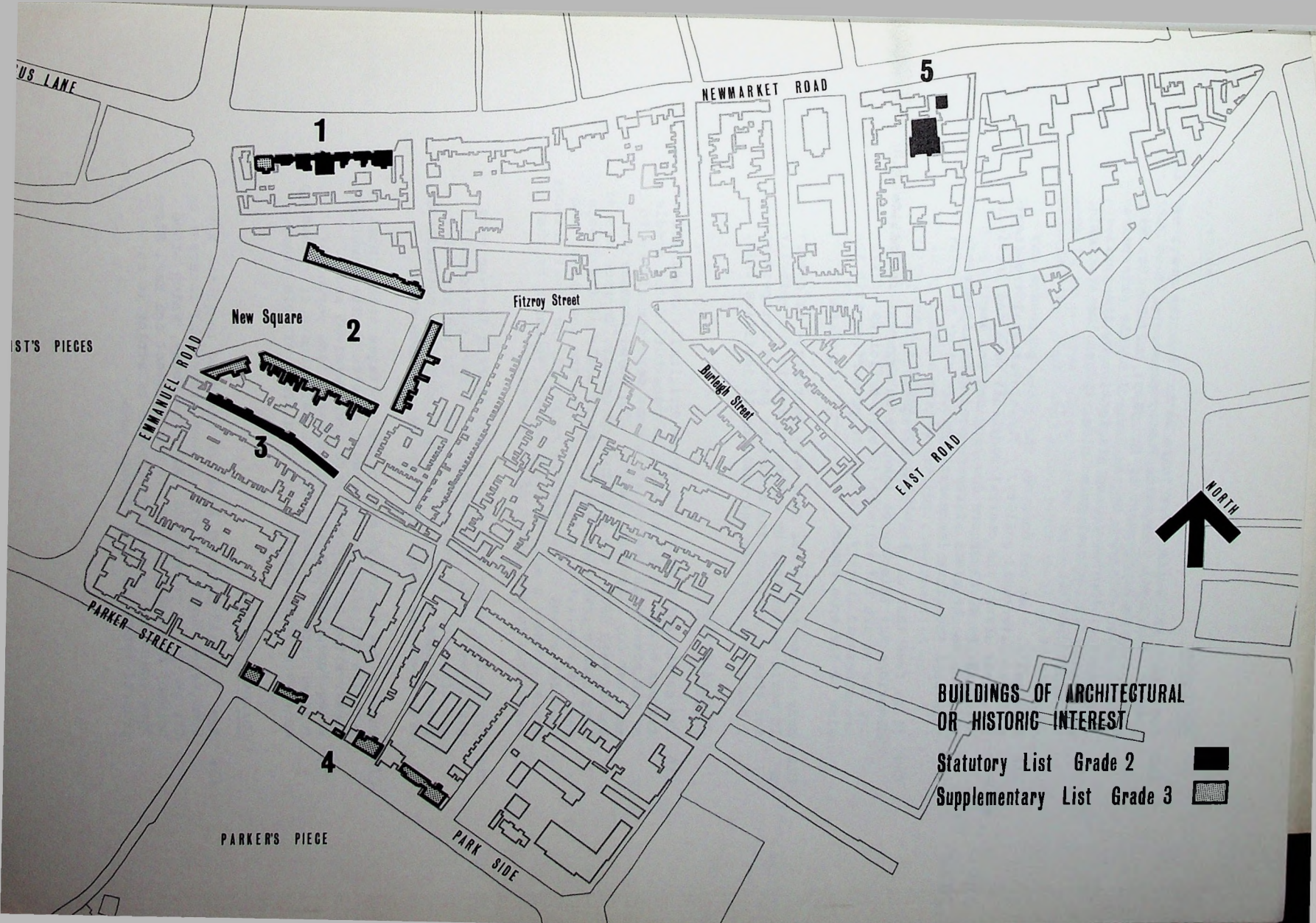
Maids Causeway

- C 9 The whole area between Short Street, Maids Causeway, Fair Street and Willow Walk was developed as a comprehensive group. The Royal Commission Survey considers these buildings "are of much interest as an example of social and economic urban development of the early 19th century. They include dwellings proportioned in fact and appearance to two independent classes of society and, presumably in Willow Walk, for the outside staff of the wealthier of the two."
- C10 There have since been extensive alterations and additions to the group, particularly along Short Street and the structure of the whole group has deteriorated. However, the frontage of Maids Causeway retains its original architectural distinction and it is the only example in Cambridge of linked villas. The rooms are well proportioned and spacious. Although a substantial amount of repair and reconditioning would be needed to fit them for a further extended period of life, it might well be justified in view of their undoubted quality.
- C11 The remaining houses in the group are in substantially worse conditions. Although pleasant and unpretentious they altogether lack the architectural distinction of Maids Causeway. Structurally they are approaching the end of their useful life and I doubt if an expensive rescue operation would be justified.

6 BUILDINGS OF ARCHITECTURAL OR HISTORIC INTEREST

Those buildings included in the Minister's Statutory List of Buildings of Architectural or Historic Interest are shown in solid black. These comprise Maid's Causeway (1), Orchard Street (3), and the Festival Theatre (5). Buildings on the Supplementary List, New Square (2) and Parkside (4) are shown stippled.

*Not shown
New Square.*



New Square

- C12 New Square was built a few years later than the previous group. The Royal Commission Survey considers it as "a spacious urban development of the first half of the 19th century given coherence by the control of the external appearance of the houses and distinction by the application of architectural principles, though the simplest, to the project."

- Deficient to justify
integers with.*
- C13 Personally, I do not consider the group possesses any great architectural quality. The elevational treatment is rather stark, the central pediments weak and ineffectual, and the terraces are too long and too low in relation to the width of the square. As a piece of townscape the group lacks conviction.

- C14 It is true that no other similar square exists in Cambridge but this can be taken as an argument for retaining the square but relining it with buildings of greater architectural quality and more in proportion with the size of the open space. *retain?*

- College says* → C15 Many of the houses are in a very poor state of repair. It would be possible by extensive repair and refitting for them to continue for a further period but personally I doubt whether their intrinsic merit justifies this.

Orchard Street

- C16 The north-east side of the street originally consisted of sixteen houses in a continuous terrace but in the middle of the nineteenth century two houses were demolished to make way for Clarendon Street. The Royal Commission Survey says that "the buildings of Orchard Terrace are of very humble character, but the small scale of the fronts and the repetition of their features, the low eaves, the unbroken extent of the mansard roofs and the great chimney stacks produce a most striking effect, enhanced by the fortuitous curved layout of the street."

- C17 Personally, while I would not rate Orchard Terrace very highly as a piece of architecture, I have considerable affection for its undoubted charms. Unlike any other group I know it manages to combine miniature cottaginess with something almost grand in its unbroken sweep.

- C18 Until a few years ago many of the cottages were almost derelict but owing to tremendous efforts by the Cambridge Preservation Society most have been repaired and re-equipped and now seem fitted for a long period of further life. It would be most unfortunate if redevelopment eventually involved the demolition of this group.

Christ's Pieces

- C19 Nos. 5 and 13 Emmanuel Road are referred to in the Royal Commission Survey and are of some historical interest as the surviving elements of Clarendon House, which stood between Clarendon Street, Victoria Street and Earl Street. They would not in my view be worth retaining in any general reconstruction of this area.

Parkside

- C20 There are a number of substantial houses built in the 1830's which are described in detail in the Royal Commission Survey. While they are good examples of this period they lack the distinction of Park Terrace. They have no particular rarity value and standing as they do on one of the best sites in central Cambridge there would seem to be no great objection to their eventual removal, provided that what takes their place is at least as good.

Remainder of "kite" area

- C21 Although there are other groups or single buildings in the area which possess considerable charm, some of which are referred to in the Royal Commission Survey, none of them in my opinion merits serious consideration on historical or architectural grounds.

D Alternative Schemes

D 1 Any proposal to extend an existing shopping centre whether in Cambridge or anywhere else must be economically viable and must satisfy the following criteria:-

- See A8
- a) It must be close enough to the existing centre to form an integral extension to it. Normally this means no discontinuity at all, with the shopping frontages running continuously from old to new.
 - b) The land must be available or be capable of being made available.
 - c) It must be possible to drive to and park in a position immediately adjacent to the centre.
 - d) There must be a station for town and country buses immediately adjacent to the centre.
 - e) It must be possible to unload goods from lorries and vans directly to all the shops.
 - f) The site must be so placed and of such a size and shape that it is possible to produce an attractive architectural layout.
 - g) It must fit into the design of the town and to its pattern of roads and open spaces, take account of existing architectural groupings and not interfere with adjacent uses of land.
 - h) It must be planned round the pedestrian and cycle circulation of the town either in its existing or amended form.
 - i) It must be possible to build the extension in stages, each complete in itself, and which can be built as needed.

D 2 The positions which have been considered are shown in the following illustrations. It is believed that these cover the whole effective range of possibilities although of course each can be modified in many ways.

THE SIX SCHEMES COMPARED

The table opposite compares the extent to which the six basic schemes satisfy the above criteria.

criteria	scheme					
	1	2	3	4	5	6
a) closeness to existing centre	W	P	P	P	-	-
b) availability of land	P	-	-	P	-	P
c) accessibility and parking	W	W	W	W	P	W
d) bus station	W	P	P	P	-	-
e) goods access	W	W	W	W	W	W
f) possibility of good layout	W	W	W	P	-	W
g) good relationship to surroundings	W	W	W	W	P	P
h) pedestrian and cycle circulation	W	W	W	W	P	W
i) possibility of extension in stages	W	W	W	P	P	P
W criteria wholly satisfied	8	6	6	4	1	4
P criteria partially satisfied	1	2	2	5	4	3

An important consequence of a decision to build in any of these positions would be the effect on the residential hinterland. All the schemes shown, except 5 could leave a satisfactory area for comprehensive residential redevelopment of the area bounded by Clarendon Street, Prospect Row, Fitzroy/Burleigh Street and East Road.

? Compensate density.

In the six schemes which follow the actual area which would be used for shopping and car parks is shown in solid red, with possible long term extensions shown as broad hatched red areas.

Scheme 1

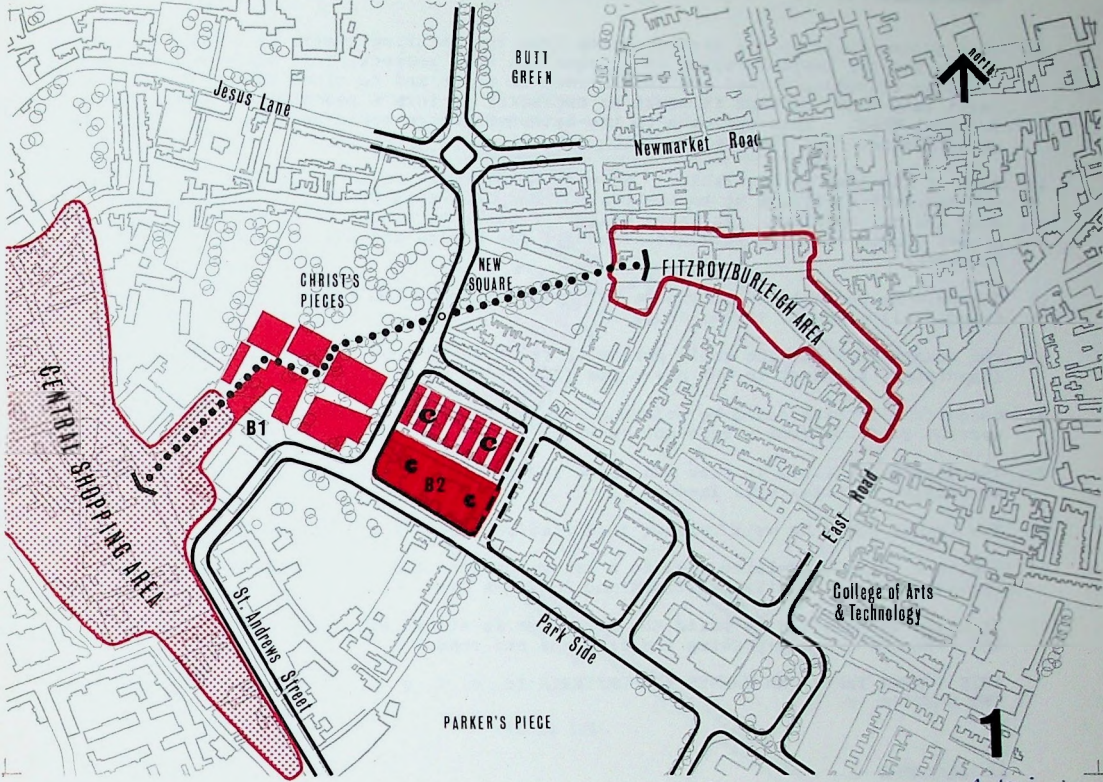
- a) This provides a continuous connection to the existing centre.
- b) The land for the actual shopping is clear of buildings but it would be necessary to acquire at least part of the existing residential land at the corner of Emmanuel Road and Parker Street for the erection of the new car park, and it would be necessary to acquire the land to the north of Christ's Pieces to replace the lost open space.
- c) It would be possible eventually to provide car parks for 1,500 cars in a position immediately adjacent to the shopping directly served by high capacity approach roads from Victoria Bridge and East Road.
- d) A town and country bus station could be provided immediately adjacent to the shops.
- e) Goods from lorries might be unloaded direct to each shop from an underground service road. It would be necessary to investigate ground conditions and in particular the level of the water table.
- f) The site is suitable in size and shape and it should be possible to produce an attractive architectural layout.
- g) The shopping layout could be fitted into that of Bradwell's Court and be pleasantly related to Christ's Pieces. It might eventually be possible to resite the North Court of Emmanuel in a position better related to the main buildings of Emmanuel.
- h) The site is well related to the pedestrian and cycle circulation of the town and it would be possible in future to arrange for pedestrian ways and cycle ways to pass respectively through and alongside the shopping area.
- i) It would be possible to build in stages, although the whole of the service road would have to be built in one operation.

THIS SCHEME THEREFORE PASSES EIGHT CRITERIA AND PARTIALLY PASSES ONE (b).

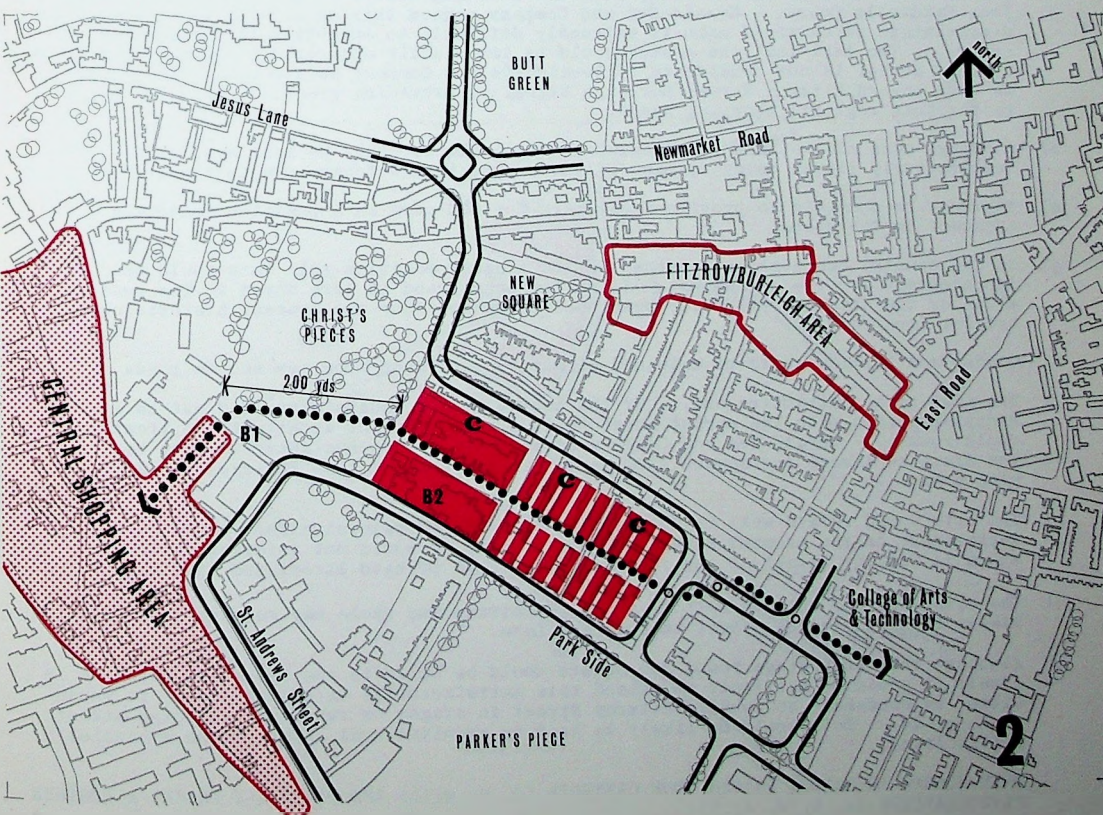
Scheme 2

- 2.3.44 are
on testimony
Minister's
decision*
- a) This scheme would be further removed from the existing centre with a gap of 200 yards from Bradwell's Court. Gerald Eve and Company regard this as a disadvantage which makes it difficult for them to estimate the financial outcome of the project. It would ultimately be necessary to divert Emmanuel Road to Warkworth Terrace and in the interim period to construct a pedestrian subway. This subway approach to the extended centre would be a serious commercial disadvantage.
 - b) None of the land is available. It would be necessary to clear two and a half residential blocks up to the rear of the houses in Orchard Street for shopping and car parking.
 - c) It would be possible to provide a car park for about 700 cars in a position immediately adjacent to the shops.
 - d) The country bus station would remain in its present position (B1) near, but not immediately adjacent, to the new shops.
 - e) Goods from lorries could be unloaded direct to each shop from an underground service road, or from rear access roads.
 - f) The site is suitable in size and shape and it should be possible to produce an attractive architectural layout.
 - g) The layout could be well related architecturally to Christ's Pieces and could be extended along the north side of Parker's Piece. As long as it was necessary to keep Emmanuel Road open this would be a serious barrier.
 - h) The site could be related well to a new pedestrian and cycle route running from Christ's Pieces to the College of Arts and Technology.
 - i) It would be possible to build the extension in stages, each complete in itself and each with its own car parking fed from the new road.

THIS SCHEME THEREFORE PASSES SIX CRITERIA (c, e, f, g, h, i) AND PARTIALLY PASSES TWO MORE (a, d).



? relative space for shopping



Scheme 3

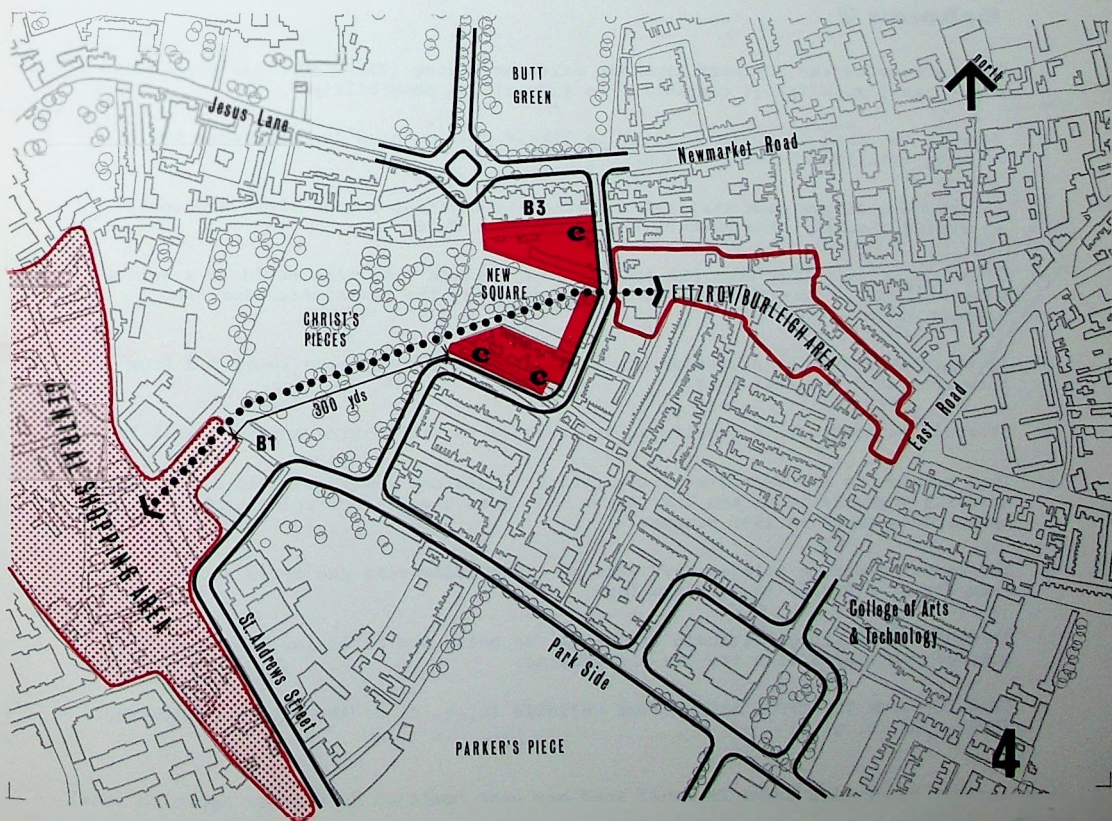
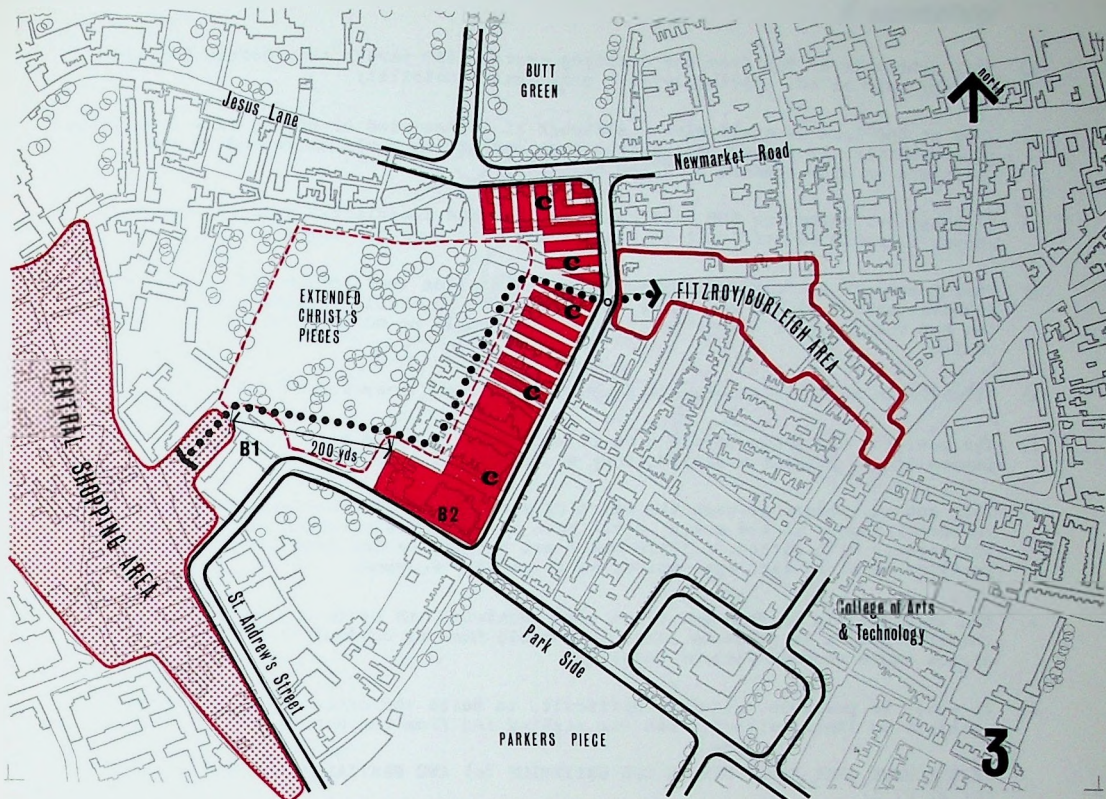
- a) This scheme would be the same distance from the existing centre as scheme 2, and Gerald Eve and Company regard it as equal in this respect. It would be necessary to widen Clarendon Street and Fair Street as shown and to close Emmanuel Road. Until this could be done it would be necessary to form a pedestrian subway under Emmanuel Road. This approach to the extended centre would be a serious commercial disadvantage.
- b) None of the land is available. As with scheme 2 it would be necessary to clear the residential blocks up to the rear of the houses in Orchard Street for shopping and car parking. In later stages it would be necessary to clear Orchard Street (which would be very undesirable), New Square and all the land up to Maids Causeway.
- c) It would be possible to provide a car park for about 700 cars in a position immediately adjacent to the shops.
- d) The country bus station could remain in its present position near to, but not immediately adjacent to the new shops (B1) or be moved to B2.
- e) Goods from lorries could be unloaded direct to each shop from an underground service road, or from a rear access road.
- f) The site is suitable in size and shape and it should be possible to produce an attractive architectural layout.
- g) The layout could be well related to Christ's Pieces at all stages of growth.
- h) The site could be related well to a new pedestrian and cycle route running from Christ's Pieces to Fitzroy Street and Coldhams Lane.
- i) It would be possible to build the extension in stages each complete in itself and with its own car parking fed from the new road.

THIS SCHEME THEREFORE PASSES SIX CRITERIA (c, e, f, g, h, i) AND PARTIALLY PASSES TWO MORE (a, d).

Scheme 4

- Ask Lewis
25-67*
- a) This scheme would be further away from the existing centre with a gap of 300 yards from Bradwells Court. Gerald Eve and Company regard this as an even more serious disadvantage which would make it extremely difficult to establish the extended centre. The fact that the centre would be immediately adjacent to the shopping in Fitzroy Street is not considered by Gerald Eve and Company as a compensating factor as they regard Fitzroy Street/Burleigh Street as providing predominantly for local rather than regional shopping needs.
 - b) Although none of the land is immediately available it might be made available with comparatively little delay as many of the houses in New Square are in a poor condition.
 - c) It would be possible to provide a car park for 600 cars in a position immediately adjacent to the shops.
 - d) If the country bus station remained in its present position (B1) this would be inconvenient for the new shops. If on the other hand it were moved to the position shown on the diagram (B3) this would be inconvenient for the present historic centre and for Lion Yard.
 - e) Goods from lorries could be unloaded direct to each shop from new access roads.
 - f) The site is an attractive one. If the centre of New Square were laid out as a shopping square with the market moved to it a very pleasant architectural treatment could result. Gerald Eve and Company however are not enthusiastic as they regard the distance across the square (300 yards) as far greater than desirable in a shopping area.
 - g) The site would relate well to Christ's Pieces and the general effect could be an improvement on the present square. Functionally it would not interfere with the shops in Fitzroy Street or the residential area in Orchard Street and southward.
 - h) The site could be related well to a new pedestrian and cycle way running from Christ's Pieces through Fitzroy Street to Coldhams Lane.
 - i) Although the first stage round New Square could be built in one operation complete in itself it would be difficult to extend this satisfactorily in the future. It would either be necessary to rebuild Fitzroy Street in stages or run a new shopping street south of it. Both would be likely to lead to architectural, traffic and financial difficulties.

THIS SCHEME THEREFORE PASSES FOUR CRITERIA (c, e, g, h) AND PARTIALLY PASSES A FURTHER FIVE CRITERIA (a, b, d, f, i).



Scheme 5

- a) This scheme is so far from the existing centre (450 yards) that Gerald Eve and Company rule it out completely as a practical possibility.
- b) None of the land is available. Although it is occupied by houses in a relatively poor condition it is likely that the same objections would be raised by the occupiers as with schemes 2, 3 and 4.
- c) Although car parks for 600 cars could be provided immediately adjacent to the shops, it would be difficult to provide adequate approach roads.
- d) This scheme is so far from the existing bus station that this would be a serious disadvantage. At the same time there seems to be little possibility of moving the bus station to a nearer position as this would be so far from the historic centre.
- e) It would be possible to provide goods access from a rear access road.
- f) The position and shape of the site is such that it would be very difficult if not impossible to provide a satisfactory architectural layout.
- g) This scheme, wedged between the existing shops in Fitzroy-Burleigh Street and the residential area to the south, would have the negative virtue of not seriously interfering with either. There would not however be the same pleasant juxtaposition of shops with open spaces as in earlier schemes.
- h) The layout could be related with a new pedestrian and cycle way running from Christ's Pieces to Coldhams Lane. It would however be duplicating the more direct route through Fitzroy Street.
- i) It would be possible, although difficult, to build the extension in stages each complete in itself with its own car parking fed from the service road.

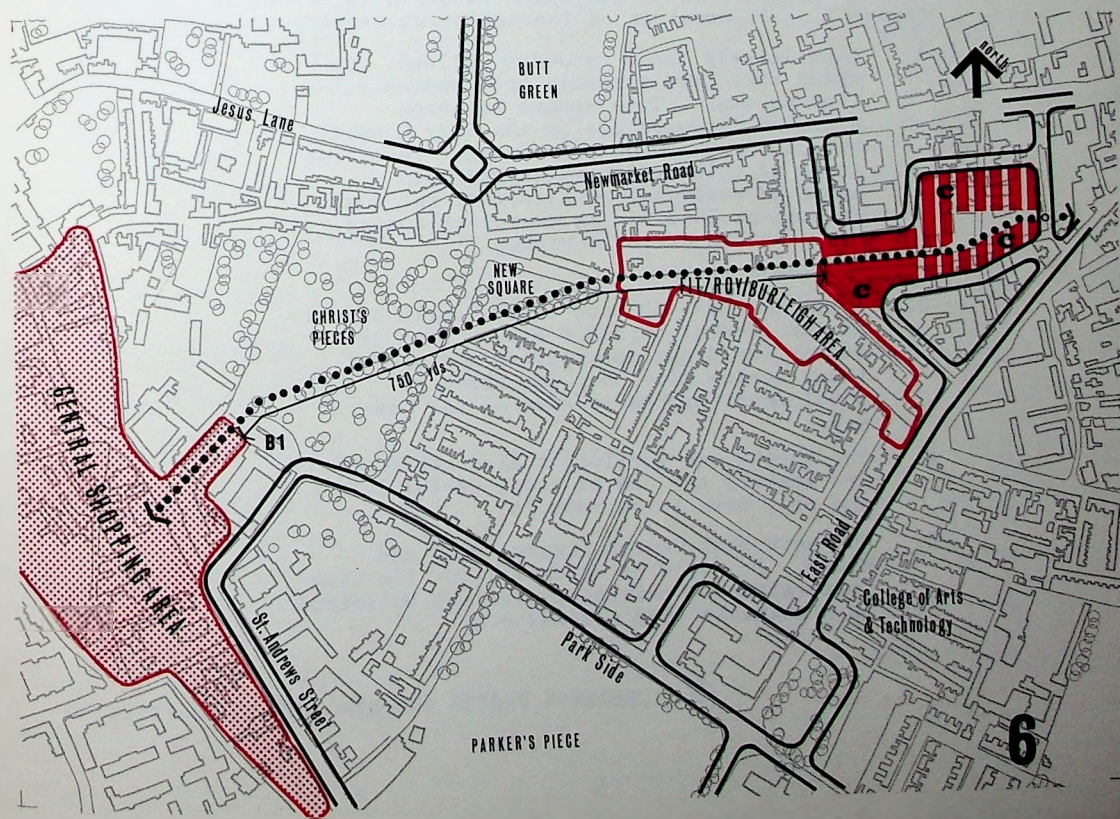
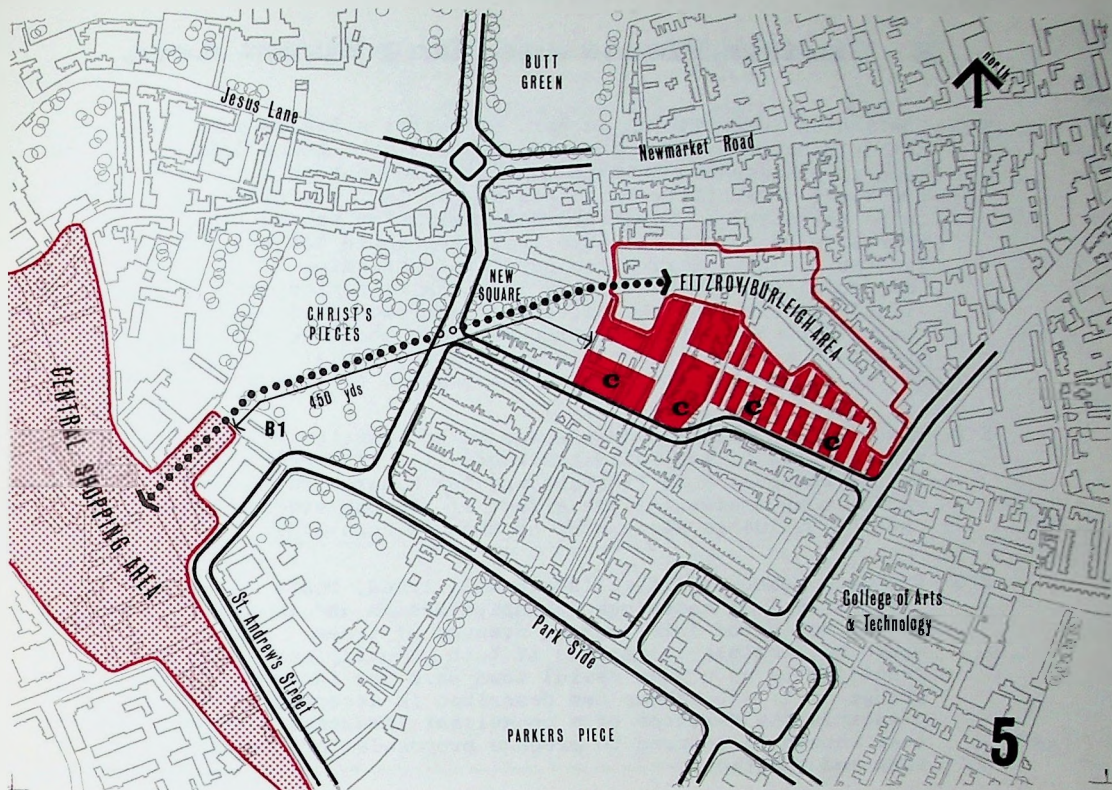
THIS SCHEME ONLY FULLY PASSES ONE CRITERION (e) AND PARTIALLY PASSES FOUR MORE (c, g, h, i)

Scheme 6

- a) This scheme is the furthest from the existing centre (750 yards) and Gerald Eve and Company rule it out completely as a practical possibility.
- b) Some of the land is cleared and it is likely that much of the remainder could be made available fairly quickly.
- c) Car parks could be made available immediately adjacent to the shops and could be served directly from Newmarket Road and East Road.
- d) This scheme is so far from the existing bus station that this would be a serious disadvantage. There is no possibility of moving the bus station for the reasons given above.
- e) It would be possible to provide goods access from rear service roads fed from Newmarket Road and East Road.
- f) It would be possible to provide an interesting inward looking architectural layout.
- g) This scheme has the negative virtue that it would not interfere with its neighbours fronting Newmarket Road and East Road. It does however not relate positively to open spaces as do earlier schemes.
- h) The layout could be related very well to a new pedestrian and cycle way running from Christ's Pieces to Coldhams Lane.
- i) It would be possible, although difficult, to build the extension in stages each complete in itself with its own car parking.

THIS SOLUTION THEREFORE PASSES FOUR CRITERIA (c, e, f, h) AND PARTIALLY PASSES THREE MORE (b, g, i)

(owing to a draughting error Emmanuel Road has been omitted as a major approach road).



E Christ's Pieces and King Street Area

E 1 The scheme for building on part of Christ's Pieces was not introduced without great deliberation. For a long time it was assumed that it must be ruled out as a practical possibility (and this may in fact now prove to be the case). Nevertheless examination showed its merits to be so considerable that they could not be ignored. These merits included its outstanding commercial viability, the way in which it fitted most satisfactorily into the pattern of approach roads and the way in which the loss of open space could be made good in a way which so far from spoiling Christ's Pieces might well improve it as a central town park.

Whitman's?

E 2 Visually the existing open space is not particularly well related to the buildings round it. The best side is the Emmanuel Road Frontage and New Square, but this hardly compensates for the effect of the bus station and the buildings along much of the northern side.

Sylvia Lane

E 3 The open space itself, although well treed, bears little trace of conscious landscape design and is based on the device of interlocking avenues of trees. It would be possible to improve it both visually and functionally as a more useful town park for inner Cambridge. If the scheme now described is accepted in principle the services of a consultant landscape architect should be secured to produce proposals for its new form and function.

E 4 The area north of the Pieces which it is proposed should be turned into open space is shown in detail in figure 7. It consists of the following areas:-

- A. Land largely owned by Jesus College, for which they have recently prepared an outline scheme. This scheme has been approved in principle by the City Council but not by the County Council. The first stage of this scheme which has been approved would not be affected, nor would an area of land facing east overlooking the extended Christ's Pieces.
- B. The Jesus terrace.
- C. A narrow strip of land on the north side of the present Christ's Pieces with two storey buildings approaching the end of their useful life, but for which no development proposals have so far been made.
- D. The Knight and Mortlock's Almshouses which are nearing the end of their useful life and will have to be rebuilt.
- E. The Methodist Church, Church Hall and Manse. It would be necessary for the City Corporation to provide equivalent buildings in a suitable site elsewhere.

Jesus College

JESUS LANE

NORTH

KING STREET

New Square

Tennis Courts

Christ's
College

Bandstand
Area

Groquet

Bowls

DRUMMER STREET

PARKER STREET

Emmanuel
North Court

Bradwells Court

Grassed Areas
Shrubberies & Flower
Beds



*Loss chance
to move from
at me.*

E 5 It would be necessary to clear this area in stages over a period long enough to allow for the present residents and the church to be suitably rehoused without undue inconvenience and yet short enough for the new open space to become a reality in a reasonably short period.

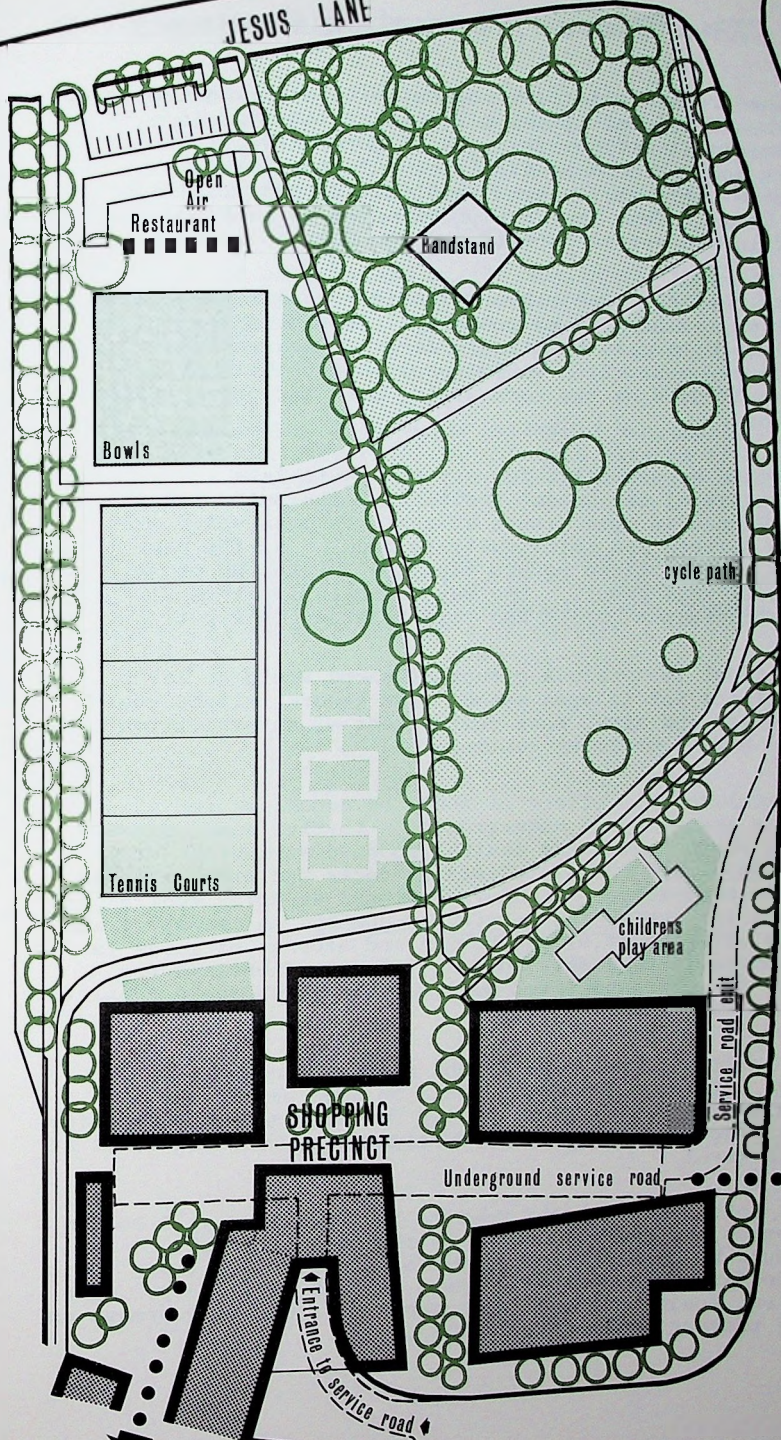
*Appears - I think
should be interrupted*

E 6 In addition to the visual and functional improvement to Christ's Pieces which would result from this proposal, there would be an improvement in the whole open space pattern of this part of inner Cambridge. The belt of open space from the river to Butt Green would continue right to the heart of the central area and Christ's Pieces would become part of this broad sweep of landscape. It would be possible for people approaching from the north to drive through uninterrupted parkland from Victoria Bridge right to their destination in the "Pieces" car park.

Hoay!

E 7 These advantages need not be accompanied by any loss of intimacy in the layout of Christ's Pieces. The new layout could contain a bowling green, tennis courts, a bandstand and a flower garden together with new amenities such as a childrens playground and an outdoor tea garden. It could be even more of an inner town park than it is at present.

JESUS LANE



path & cycle subways


EMMANUEL ROAD

Subway access to car parking & future shopping extension

PARKER STREET

Route to existing shopping centre through Bradwells Court

EMMANUEL STREET

 Shopping Areas

F The 'Pieces' Shopping Centre

- F 1 If the proposals for development of a shopping centre on the south side of Christ's Pieces are adopted in principle it will be the task of Lord Llewelyn Davies, Weeks and Partners as architectural consultants to examine the architectural problems and possibilities of the area. This they are prepared to do provided the traffic and service access are found to be satisfactory.
- F 2 It is obviously desirable to avoid any preconceptions of what may or may not be possible. Nevertheless, it is desirable to give some indication of the general character of development which would result and the visual effect it would have on the surrounding area including Christ's Pieces.
- F 3 It would be essential for any scheme to take the fullest advantage of its unique position. The buildings should be planned in open groups so that the open space will flow between and interpenetrate them. At the same time they must be close enough together for the shops to form a close knit group. One way of achieving this kind of relationship of solid and void is shown in figure 8.
- F 4 In effect the various groups of shops would be large pavilions set in open space. The general effect would be light and airy, more reminiscent of an exhibition than of a normal shopping centre.
- F 5 To achieve this effect it would be necessary for all the goods access to be underground. Lorries would proceed down ramps to a large central goods distribution area giving direct access to loading docks and storage areas under each shop. A modern regional shopping centre makes very heavy and continuous demands on transport and this arrangement of delivering and storage of goods is becoming increasingly common. It would obviate the need for a ground level service road which would completely spoil the visual effect.
- F 6 It is likely that some if not most of the shops would have a first floor which would be used partly for additional sales space, partly for storage and partly for staff accommodation. There might also be restaurants at this level.
- F 7 The likelihood is that most of the buildings will be two storeys and probably below thirty feet in height. It should be possible therefore to fit them into their immediate surroundings without serious difficulty. The effect would be bound to represent a great improvement on the present untidy bus station.

February
Draughts.

Expense.

4 lamps.
Emmanuel Rd
St.

① tidy it.
② move it.

G Conclusions

From the point of view of physical planning and taking into account the limitations imposed by transportation and commercial viability it is concluded that the best position for the extension of the Regional Shopping Centre of Cambridge is the southern end of Christ's Pieces, as shown in Scheme 1.

If however, on examination of the financial, legal or engineering aspects of the problem it proves impossible to put this into effect, schemes 2 and 3 would be technically satisfactory although their chance of commercial success would be less.

Of the two schemes, 2 is to be preferred because it relates more satisfactorily to a future pattern of approach roads and because it avoids the demolition of Orchard Street, New Square and Maids Causeway.

Scheme 3 would however have the long term advantage of providing very close integration of the shopping centre and Christ's Pieces if it is ultimately found necessary to extend the shopping centre even further.
